



## Executive Search Case Study

Organisation : **Aruba Networks**

Position : **Director, EMEA Sales Operations**

Founded in 2002, Aruba Networks was an early entrant in the enterprise wireless LAN market, enabling secure Wi-Fi coverage across global enterprise networks and to a variety of mobile devices. Aruba's technology also enables users to securely access business applications and collaborate with co-workers or clients anywhere in the world.

Organisations as varied as Microsoft, American Express and the Southampton University Hospitals NHS Trust now employ Aruba's technology for a variety of applications.

Growing rapidly and already at the coveted top right corner of technology analyst Gartner's 'Magic Quadrant', Aruba needed to maintain and enable further scalability, particularly of its EMEA organisation. They required a leader with proven experience in sales operations and finance, who could enable continued growth at such a high rate. It was decided that a Director of EMEA Sales Operations was required, primarily to provide finance and operational support to the EMEA sales organisation, ensuring that the company's growth could be sustained.

"I was attracted to the role at Aruba for the challenges it offered in building a new team in EMEA. Acumin provided fantastic support in terms of guidance and preparation for each stage. I am looking forward to supporting Aruba through the expansion plans and would be delighted to work closely with Acumin to help support the EMEA expansion."

Werner Schmidt

Aruba retained Acumin Consulting on an exclusive search basis and Simon Hember, Founder and Managing Director, was approached to manage the hire personally due to his reputation for finding exceptional candidates with technology expertise, as well as solid business experience.

Following a detailed briefing from Aruba to determine their requirements for the role - a candidate with strong analytical & communications experience in a sales environment, along with specific skills in deploying and maximising Salesforce.com - Simon took time to understand the detailed specifications along with the needs of the company, and subsequently identified several possible candidates in the market.

Of this highly qualified short-list of candidates, Werner Schmidt stood out as the most experienced & capable candidate. He was invited to meet with Aruba's team in the US, including VP, EMEA Sales, Duncan Fiskin and VP, Finance / Sales Operations, Michael Galvin. Following two days of in-depth panel interviews & a meticulous referencing process, Werner was offered the role.

Werner was appointed due to his strong track record in the IT sector that includes experience in a similar role at Websense, where he was a member of the international senior management team. He is not only an experienced Sales Operations Director with exceptional technical skills; he also has a strong finance background, which was a key requirement in Aruba's search. His experience of the strategic planning involved in scaling a business including managing acquisitions, integrating CRM systems and rolling out hardware, as well as his experience of working in different cultures including those of the UK, US, Ireland and South Africa, set him apart from the other candidates considered.

"The decision to appoint a Director, EMEA Sales Operations was made at a business level to enable us to scale and grow. We approached Acumin with the specific requirements and they very quickly delivered an impressive list of potential candidates who matched the criteria. The interview process was extremely well managed and we came down to a choice between two very high calibre candidates but Werner stood out to be the right fit for the organisation and the role. Werner has settled in very well and I am confident we have made a great choice for the business."

Duncan Fiskin  
VP, Finance / Sales Operations

Established in 1998, Acumin is the leading provider of recruitment services to the Information Security and Risk Management markets. Supporting this core offering, Acumin provide Go-To-Market services to technology vendors enabling geographic expansion and sales acceleration across EMEA.

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